

VIRGINIA SLIMS
1993 VS. 1994 MARKETS COMPARISON

Mar-93		1994	
MARKET	%US POP	MARKET	%US POP
ATLANTA	1.55	ATLANTA	1.55
BALTIMORE	1.42	BOSTON	2.3
BIRMINGHAM	0.97	CHICAGO	3.27
CHARLOTTE	1.31	DALLAS	2.01
CHICAGO	3.27	HOUSTON	1.73
COLUMBIA	1.02	LOS ANGELES	5.56
DALLAS/FT. W	2.01	MIAMI	1.32
DETROIT	1.89	NEW YORK	7.32
GRAND RAPIDS	1.02	PHILADELPHIA	2.72
GREENVILLE	0.66	SAN DIEGO	1.45
HOUSTON	1.73	WASHINGTON	3
JACKSONVILLE	0.94		
LAKE CHARLES	0.3		
LOS ANGELES	5.56		
LOUISVILLE	1.2		
MIAMI	1.32		
NASHVILLE	0.8		
NEW ORLEANS	1.06		
NEW YORK	7.32		
PENSACOLA	0.94		
PHILADELPHIA	2.72		
RICHMOND	1.98		
SAN FRANCISCO	2.78		
ST. LOUIS	1.35		
TAMPA	1.54		
WASHINGTON	2.03		
TOTAL % POP			32.23
COST			1504
\$/%HH'S			\$46.66
% DIFFERENCE			4%

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